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Modified PTO/SB/01 (10-01)  
 Approved for use through 10/31/2002, OMB 0651-0032  
 U.S. Patent and Trademark Office, U.S. DEPARTMENT OF COMMERCE

<b>DECLARATION AND POWER OF ATTORNEY FOR UTILITY OR DESIGN PATENT APPLICATION</b> <b>(37 CFR 1.63)</b>  <input type="checkbox"/> Declaration Submitted with Initial Filing      OR <input checked="" type="checkbox"/> Declaration Submitted after Initial Filing (surcharge (37 CFR 1.16 (e)) required)	Attorney Docket Number	Google-35APP (GP-090-00-
	First Named Inventor	Jeffrey A. DEAN
	<b>COMPLETE IF KNOWN</b>	
	Application Number	10/748,870
	Filing Date	December 29, 2003
	Art Unit	2127
	Examiner Name	Not yet assigned

As the below named inventor, I hereby declare that:

My residence, mailing address, and citizenship are as stated below next to my name.

I believe I am the original and first inventor of the subject matter which is claimed and for which a patent is sought on the invention entitled:

IDENTIFYING RELATED INFORMATION GIVEN CONTENT AND/OR PRESENTING RELATED INFORMATION IN ASSOCIATION WITH CONTENT-RELATED ADVERTISEMENTS

(Title of the Invention)

the specification of which

☐

is attached hereto

OR

☒

was filed on (MM/DD/YYYY)

December 29, 2003

as United States Application Number or PCT International

Application Number

10/748,870

and was amended on (MM/DD/YYYY)

(if applicable).

I hereby state that I have reviewed and understand the contents of the above identified specification, including the claims, as amended by any amendment specifically referred to above.

I acknowledge the duty to disclose information which is material to patentability as defined in 37 CFR 1.56, including for continuation-in-part applications, material information which became available between the filing date of the prior application and the national or PCT international filing date of the continuation-in-part application.

I hereby claim foreign priority benefits under 35 U.S.C. 119(a)-(d) or (f), or 365(b) of any foreign application(s) for patent, inventor's or plant breeder's rights certificate(s), or 365(a) of any PCT international application which designated at least one country other than the United States of America, listed below and have also identified below, by checking the box, any foreign application for patent, inventor's or plant breeder's rights certificate(s), or any PCT international application having a filing date before that of the application on which priority is claimed.

Prior Foreign Application Number(s)	Country	Foreign Filing Date (MM/DD/YYYY)	Priority Not Claimed	Certified Copy Attached?	
				YES	NO
			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

☐ Additional foreign application numbers are listed on a supplemental priority data sheet PTO/SB/02B attached hereto:

[Page 1 of 4]

Burden Hour Statement: This form is estimated to take 21 minutes to complete. Time will vary depending upon the needs of the individual case. Any comments on the amount of time you are required to complete this form should be sent to the Chief Information Officer, U.S. Patent and Trademark Office Washington, DC 20231. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

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## **DECLARATION AND POWER OF ATTORNEY**

### **Utility or Design Patent Application**

Power of Attorney:

As a named inventor, I hereby appoint:

John C. Pokotylo (Reg. No. 36,242)  
Michael P. Straub (Reg. No. 36,941)  
Ronald P. Straub (Reg. No. 48,941)  
Michele Lee (Reg. No. 40,695)  
Kulpreet Rana (Reg. No. 43,127)  
Karl Sun (Reg. No. 45,143)  
Andrew Watson (Reg. No. 46,371)  
Amin Zoufonoun (Reg. No. 48,065)

as my attorneys to prosecute this application and to transact all business in the United States Patent and Trademark Office in connection therewith.

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## DECLARATION AND POWER OF ATTORNEY Utility or Design Patent Application

Direct all correspondence to: ☒ Customer Number **26479** OR ☐ Correspondence address below  
or Bar Code Label

Name **Straub & Pokotylo**

Address **620 Tinton Avenue, Bldg. B, 2<sup>nd</sup> Floor**

City **Tinton Falls**

State **NJ**

ZIP **07724-3260**

Country **USA**

Telephone **(732) 542-9070**

Fax **(732) 542-9071**

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. 1001 and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

NAME OF SOLE OR FIRST INVENTOR:

☐ A petition has been filed for this unsigned inventor

Given Name  
(first and middle (if any)) **Jeffrey A.**

Family Name  
or Surname **Dean**

Inventor's  
Signature

Date

Residence: City **Palo Alto**

State **CA**

Country **USA**

Citizenship **USA**

Mailing Address **3179 Stockton Place**

City **Palo Alto**

State **CA**

ZIP **94303**

Country **USA**

NAME OF SECOND INVENTOR:

☐ A petition has been filed for this unsigned inventor

Given Name  
(first and middle (if any)) **Krishna**

Family Name  
or Surname **Bharat**

Inventor's  
Signature

Date

Residence: City **San Jose**

State **CA**

Country **USA**

Citizenship **India**

Mailing Address **1458 Sierra Creek Way**

City **San Jose**

State **CA**

ZIP **95132**

Country **USA**

☒ Additional inventors are being named on the ...1... supplemental Additional Inventor(s) sheet(s) PTO/SB/02A attached hereto.

Please type a plus sign (+) inside this box →



Modified PTO/SB/02A (11-00)  
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<b>DECLARATION AND POWER OF ATTORNEY</b>	<b>ADDITIONAL INVENTOR(S) Supplemental Sheet Page 4 of 4</b>
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Name of Additional Joint Inventor, if any:		<input type="checkbox"/> A petition has been filed for this unsigned inventor	
Given Name (first and middle (if any))		Family Name or Surname	
Paul		BUCHHEIT	
Inventor's Signature		Date 11-1-05	
Residence: City Mountain View	State CA	Country USA	Citizenship USA
Mailing Address 900 High School Way, Apt. #2324			
Mailing Address			
City Mountain View	State CA	ZIP 94041	Country USA
Name of Additional Joint Inventor, if any:		<input type="checkbox"/> A petition has been filed for this unsigned inventor	
Given Name (first and middle (if any))		Family Name or Surname	
Inventor's Signature		Date	
Residence: City	State	Country	Citizenship
Mailing Address			
Mailing Address			
City	State	ZIP	Country
Name of Additional Joint Inventor, if any:		<input type="checkbox"/> A petition has been filed for this unsigned inventor	
Given Name (first and middle (if any))		Family Name or Surname	
Inventor's Signature		Date	
Residence: City	State	Country	Citizenship
Mailing Address			
Mailing Address			
City	State	ZIP	Country

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**STATEMENT UNDER 37 CFR 3.73(b)**

Applicant/Patent Owner: Google, Inc.

Application No./Patent No.: 10/748,870

Filed/Issue Date: December 29, 2003

Entitled: **IDENTIFYING RELATED INFORMATION GIVEN CONTENT AND/OR PRESENTING RELATED INFORMATION IN ASSOCIATION WITH CONTENT-RELATED ADVERTISEMENTS**

Google, Inc., a Corporation

(Name of Assignee)

(Type of Assignee, e.g., corporation, partnership, university, government agency, etc.)

states that it is:

1. ☒ the assignee of the entire right, title, and interest; or
2. ☐ an assignee of less than the entire right, title and interest.  
The extent (by percentage) of its ownership interest is \_\_\_\_\_ %

in the patent application/patent identified above by virtue of either:

A. ☐ An assignment from the inventor(s) of the patent application/patent identified above. The assignment was recorded in the United States Patent and Trademark Office at Reel \_\_\_\_\_, Frame \_\_\_\_\_, or for which a copy thereof is attached.

OR

B. ☒ A chain of title from the inventor(s), of the patent application/patent identified above, to the current assignee as shown below:

1. From: Jeffrey A. Dean and Krishna Bharat To: Google, Inc.

The document was recorded in the United States Patent and Trademark Office at  
Reel \_\_\_\_\_, Frame \_\_\_\_\_, or for which a copy thereof is attached.

2. From: \_\_\_\_\_ To: \_\_\_\_\_

The document was recorded in the United States Patent and Trademark Office at  
Reel \_\_\_\_\_, Frame \_\_\_\_\_, or for which a copy thereof is attached.

3. From: \_\_\_\_\_ To: \_\_\_\_\_

The document was recorded in the United States Patent and Trademark Office at  
Reel \_\_\_\_\_, Frame \_\_\_\_\_, or for which a copy thereof is attached.

☐ Additional documents in the chain of title are listed on a supplemental sheet.

☒ Copies of assignments or other documents in the chain of title are attached.

[NOTE: A separate copy (i.e., a true copy of the original assignment document(s)) must be submitted to Assignment Division in accordance with 37 CFR Part 3, if the assignment is to be recorded in the records of the USPTO. See MPEP 302.08]

The undersigned (whose title is supplied below) is authorized to act on behalf of the assignee.

Amin Zoufonoun, Esq.

Signature

Printed or Typed Name

Intellectual Property Counsel, Google, Inc.

Title

8/23/05

Date

(650) 623-5022

Telephone Number

This collection of information is required by 37 CFR 3.73(b). The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

If you need assistance in completing the form, call 1-800-PTO-9199 and select option 2.

ASSIGNMENT

WHEREAS, we, Jeffrey A. DEAN, ASSIGNOR

a citizen of the USA, residing at 884 Fifteenth Avenue,  
Menlo Park, CA 94025; and

Krishna BHARAT, ASSIGNOR

a citizen of India, residing at 470 Oakgrove Drive,  
Apt. 205, Santa Clara, CA 95054;

are the inventors of the invention in:

IDENTIFYING RELATED INFORMATION GIVEN CONTENT  
AND/OR PRESENTING RELATED INFORMATION IN ASSOCIATION  
WITH CONTENT-RELATED ADVERTISEMENTS

for which provisional and utility applications for a Patent  
of the United States

☒ were filed on February 28, 2003, as application  
serial number 60/450,775, and on December 29, 2003  
as application serial number 10/748,870;

☐ is filed herewith;

and WHEREAS, Google, Inc., a corporation of the State of  
Delaware, having a place of business at 2400 Bayshore  
Parkway, Mountain View, CA 94043, ASSIGNEE

is desirous of obtaining the entire right, title and  
interest in, to and under the invention and the  
application;

NOW, THEREFORE, for good and valuable consideration, the  
receipt of which is hereby acknowledged, WE, the ASSIGNORS,  
have sold, assigned, transferred and set over, and by these  
presents do hereby sell, assign, transfer and set over,  
unto the ASSIGNEE, its successors, legal representatives  
and assigns, the entire right, title and interest in, to  
and under the invention, and the United States application  
and all divisions, renewals and continuations (including  
all continuation-in-part applications) thereof, and all

Patents of the United States which may be granted thereon and all reissues and extensions thereof; and all applications for industrial property protection, including, without limitation, all applications for patents, utility models and designs which may hereafter be filed for the invention or claim the benefit of the application or any right of priority to the application, in any and all countries including any country or countries foreign to the United States, together with the right to file such applications and the right to claim for the same the priority rights derived from the United States application under the Patent Laws of the United States, the International Convention for the Protection of Industrial Property, or any other international agreement or the domestic laws of the country in which any such application is filed, as may be applicable; and all forms of industrial property protection, including, without limitation, patents, utility models, inventor's certificates and designs which may be granted for the invention in any country or countries foreign to the United States and all extensions, renewals and reissues thereof;

AND WE HEREBY authorize and request the Commissioner of Patents and Trademarks of the United States, and any official of any country or countries foreign to the United States, whose duty it is to issue patents or other evidence or forms of industrial property protection on applications as aforesaid, to issue the same to the ASSIGNEE, its successors, legal representatives and assigns, in accordance with the terms of this instrument.

AND WE HEREBY covenant and agree that we have full right to convey the entire interest assigned, and that we have not executed, and will not execute, any agreement in conflict herewith.

AND WE HEREBY further covenant and agree that we will communicate to the ASSIGNEE, its successors, legal representatives and assigns, any facts known to me regarding the invention, and testify in any legal proceeding, sign all lawful papers, execute all divisional, continuing, reissue and foreign applications, make all rightful oaths, and generally do everything possible to aid the ASSIGNEE, its successors, legal representatives and assigns, to obtain and enforce proper protection for the invention in all countries.

The undersigned hereby grant(s) the law firm of Straub & Pokotylo the power to insert on this Assignment any further identification, including the application serial number, which may be necessary or desirable in order to comply with the rules of the U.S. Patent and Trademark Office for recordation of this document.



IN TESTIMONY WHEREOF, I hereunto set my hand and seal this  
\_\_\_\_ day of \_\_\_\_\_, 2004.

\_\_\_\_\_  
Jeffrey A. DEAN, Assignor

WITNESSED BY:

\_\_\_\_\_  
Name

\_\_\_\_\_  
Address  
  
\_\_\_\_\_

IN TESTIMONY WHEREOF, I hereunto set my hand and seal this

26 day of February, 2004.



\_\_\_\_\_  
Krishna BHARAT, Assignor

WITNESSED BY:

Karen Robertsen  
Name

2400 Bayshore Pkwy  
Address

Mountain View, CA 94043

**ASSIGNMENT**

WHEREAS, we, **Jeffrey A. DEAN**, ASSIGNOR

a citizen of the **USA**, residing at **884 Fifteenth Avenue, Menlo Park, CA 94025**; and

**Krishna BHARAT**, ASSIGNOR

a citizen of **India**, residing at **470 Oakgrove Drive, Apt. 205, Santa Clara, CA 95054**;

are the inventors of the invention in:

**IDENTIFYING RELATED INFORMATION GIVEN CONTENT  
AND/OR PRESENTING RELATED INFORMATION IN ASSOCIATION  
WITH CONTENT-RELATED ADVERTISEMENTS**

for which provisional and utility applications for a Patent of the United States

☒ were filed on February 28, 2003, as application serial number 60/450,775, and on December 29, 2003 as application serial number 10/748,870;

☐ is filed herewith;

and WHEREAS, **Google, Inc.**, a corporation of the State of **Delaware**, having a place of business at **2400 Bayshore Parkway, Mountain View, CA 94043**, ASSIGNEE

is desirous of obtaining the entire right, title and interest in, to and under the invention and the application;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, WE, the ASSIGNORS, have sold, assigned, transferred and set over, and by these presents do hereby sell, assign, transfer and set over, unto the ASSIGNEE, its successors, legal representatives and assigns, the entire right, title and interest in, to and under the invention, and the United States application and all divisions, renewals and continuations (including all continuation-in-part applications) thereof, and all

Patents of the United States which may be granted thereon and all reissues and extensions thereof; and all applications for industrial property protection, including, without limitation, all applications for patents, utility models and designs which may hereafter be filed for the invention or claim the benefit of the application or any right of priority to the application, in any and all countries including any country or countries foreign to the United States, together with the right to file such applications and the right to claim for the same the priority rights derived from the United States application under the Patent Laws of the United States, the International Convention for the Protection of Industrial Property, or any other international agreement or the domestic laws of the country in which any such application is filed, as may be applicable; and all forms of industrial property protection, including, without limitation, patents, utility models, inventor's certificates and designs which may be granted for the invention in any country or countries foreign to the United States and all extensions, renewals and reissues thereof;

AND WE HEREBY authorize and request the Commissioner of Patents and Trademarks of the United States, and any official of any country or countries foreign to the United States, whose duty it is to issue patents or other evidence or forms of industrial property protection on applications as aforesaid, to issue the same to the ASSIGNEE, its successors, legal representatives and assigns, in accordance with the terms of this instrument.

AND WE HEREBY covenant and agree that we have full right to convey the entire interest assigned, and that we have not executed, and will not execute, any agreement in conflict herewith.

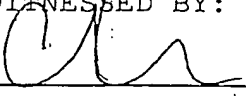
AND WE HEREBY further covenant and agree that we will communicate to the ASSIGNEE, its successors, legal representatives and assigns, any facts known to me regarding the invention, and testify in any legal proceeding, sign all lawful papers, execute all divisional, continuing, reissue and foreign applications, make all rightful oaths, and generally do everything possible to aid the ASSIGNEE, its successors, legal representatives and assigns, to obtain and enforce proper protection for the invention in all countries.

The undersigned hereby grant(s) the law firm of Straub & Pokotylo the power to insert on this Assignment any further identification, including the application serial number, which may be necessary or desirable in order to comply with the rules of the U.S. Patent and Trademark Office for recordation of this document.

IN TESTIMONY WHEREOF, I hereunto set my hand and seal this  
27 day of February, 2004.

  
\_\_\_\_\_  
Jeffrey A. DEAN, Assignor

WITNESSED BY:

  
\_\_\_\_\_  
Name Edward D. Lazowski  
\_\_\_\_\_  
3562 NW 68<sup>th</sup> St  
\_\_\_\_\_  
Address  
\_\_\_\_\_  
Seattle WA 98117-6123

IN TESTIMONY WHEREOF, I hereunto set my hand and seal this  
\_\_\_\_\_ day of \_\_\_\_\_, 2004.

\_\_\_\_\_  
Krishna BHARAT, Assignor

WITNESSED BY:

\_\_\_\_\_  
Name

\_\_\_\_\_  
Address  
\_\_\_\_\_